



USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/03 thru 10/09.
 (prices in dollars per carton)

Fri. Oct 03, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		49.5% of 22,900 stores				42.9% of 22,900 stores				N/A			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			1,280	1.36	20	1.56	260	1.60	N/A		N/A	
	White 18 pack			1,670	2.69	60	1.88	360	2.11	N/A		N/A	
	Brown 12 pack									N/A		N/A	
	USDA GRADE A												
	White 12 pack	20	1.26	3,160	1.95			2,620	1.58	N/A		N/A	
SPECIALTY	White 18 pack			450	1.92			1,230	2.44	N/A		N/A	
	Brown 12 pack			90	2.25					N/A		N/A	
	USDA ORGANIC												
	White 12 pack									N/A		N/A	
	Brown 12 pack			400	3.94			510	4.02	N/A		N/A	
	OMEGA-3												
	White 12 pack	610	2.97	1,950	2.91	210	2.93	3,200	2.51	N/A		N/A	
	Brown 12 pack			10	2.00			240	3.09	N/A		N/A	
	CAGE-FREE												
	White 12 pack	200	2.99	1,880	2.71			10	2.50	N/A		N/A	
SPECIALTY	Brown 12 pack			3,750	2.86			240	3.26	N/A		N/A	
	VEGETARIAN FED												
	White 12 pack			110	2.50			20	2.49	N/A		N/A	
	Brown 12 pack			320	3.74			80	2.75	N/A		N/A	

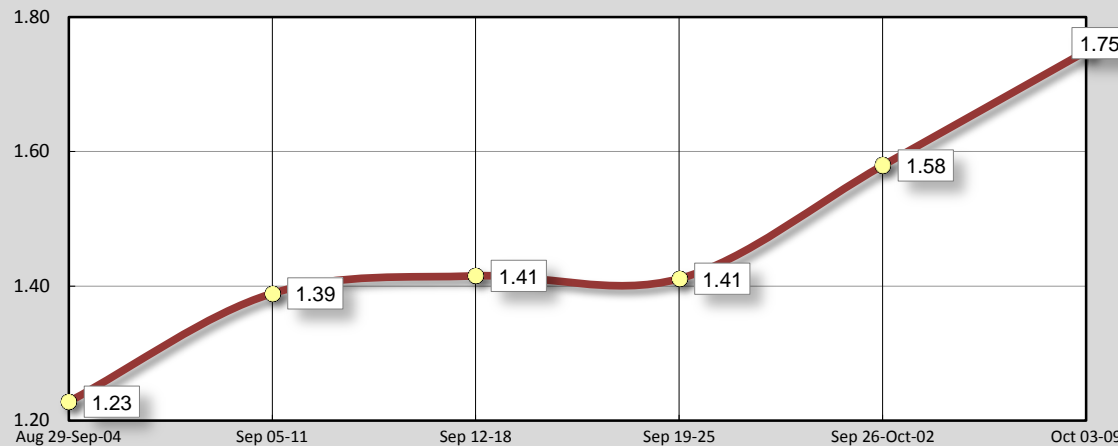
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6,670	4,550	N/A	Large Eggs on
Specialty	9,230	4,510	N/A	Sep-02-2014
Total (includes MD)	16,210	9,610	N/A	506.4
Special Rate 4/:	1.7%	2.0%	N/A	up 3.0%

5/ 1,000's of 30-doz cases

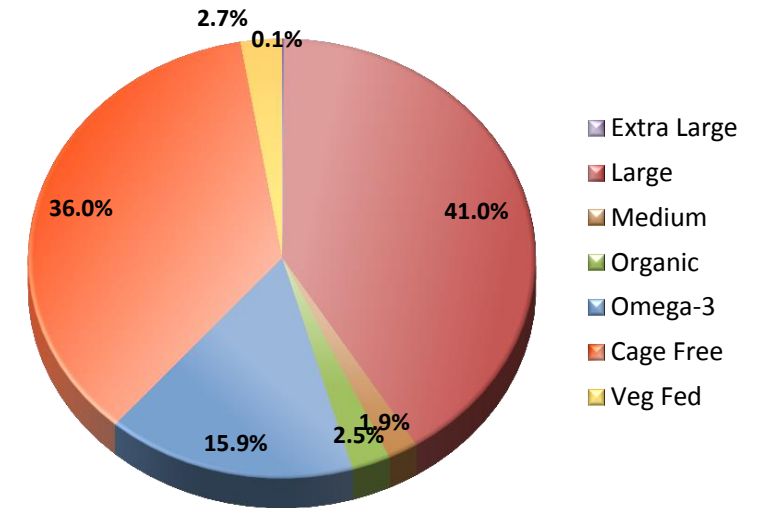
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is more active than a week ago with a notable increase in promotions for Grade AA eggs, while Grade A eggs continue to command a sizable portion of ad space. The weighted average price of Large White eggs, Grade A or better, to consumers is sharply higher due to an escalation in sale prices near the week's end. Fewer supermarkets are offering "no price" incentives to consumers this week. Ads for Medium eggs have tapered off, while ads for Extra Large egg are virtually nonexistent. Promotional activity for specialty eggs is sharply higher. Cage-free type eggs command the most visibility in circulars and are heavily promoted throughout the country. The number of advertisements for Omega-3 declines. Promotions for liquid egg products are more visible than a week ago.

Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/:** ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/:** STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/:** SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate ^{1/} Activity Index ^{2/}		45.6% of 4,700 sampled outlets Activity Index = 3,020 (includes Medium)						47.0% of 5,900 sampled outlets Activity Index = 3,630 (includes Medium)						46.9% of 4,200 sampled outlets Activity Index = 3,370 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				2.49 80 2.49						2.49 40 2.49						0.99 - 1.00 30 0.99		
	White 18 pack																2.49 10 2.49		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.00 - 1.58	10	1.22	1.59 - 1.99	660	1.81				1.25 - 1.99	990	1.69	1.29	10	1.29	0.77 - 1.50	890	1.23
	White 18 pack				1.99	30	1.99				1.88 - 1.99	130	1.98	1.48 - 2.29	40	1.93			
	Brown 12 pack				2.88	60	2.88							1.00	30	1.00			
		MEDIUM	White 12 pack			1.00 - 1.29	130	1.25	White 12 pack			1.00 - 1.29	90	1.21	White 12 pack				
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC					3.49 - 3.99 60 3.88									3.29 - 3.99 190 3.93				
	White 12 pack	Brown 12 pack																	
	OMEGA-3		2.00 - 2.99	370	2.58	1.99 - 3.19	760	2.74	2.99	20	2.99	2.50 - 3.19	1,030	3.17	2.29 - 3.79	200	3.64	3.19	3.19
	White 12 pack	Brown 12 pack				2.00	10	2.00											
	CAGE-FREE		2.99	200	2.99	2.99	150	2.99		2.50 - 2.79	510	2.67		2.49 - 2.79	650	2.62			
	White 12 pack	Brown 12 pack															2.99 - 4.49	360	3.25
	VEGETARIAN FED					2.50	110	2.50						3.79	180	3.79			
	White 12 pack	Brown 12 pack															2.49 - 2.50	30	2.49
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)					
Feature Rate ^{1/} Activity Index ^{2/}		51.3% of 4,200 sampled outlets Activity Index = 2,690 (includes Medium)						48.2% of 2,800 sampled outlets Activity Index = 1,900 (includes Medium)						82.0% of 1,200 sampled outlets Activity Index = 1,600 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.99 250 1.20						1.50 - 1.80 290 1.51						0.98 - 1.99 710 1.37		
	White 18 pack				1.50 - 2.49 360 2.45						1.99 - 2.99 850 2.90						1.99 - 2.49 330 2.48		
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.20	50	1.20	White 12 pack						White 12 pack			1.20	20	1.20
USDA GRADE A	White 12 pack				0.99 - 8.00 540 3.87						1.25 - 1.79 60 1.44						1.25 20 1.25		
	White 18 pack				1.58 - 2.00 240 1.89												1.59 10 1.59		
	Brown 12 pack																		
		MEDIUM	White 12 pack						White 12 pack			1.50	10	1.50	White 12 pack			1.00	10
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC					3.99 40 3.99									3.99 110 3.99				
	White 12 pack	Brown 12 pack																	
	OMEGA-3		1.79 - 2.29	150	2.08	3.39	20	3.39				1.88 10 1.88							
	White 12 pack	Brown 12 pack																	
	CAGE-FREE			2.50 - 2.79	320	2.60		2.99	250	2.99		2.50 - 3.00	270	2.61					
	White 12 pack	Brown 12 pack													2.00 - 3.00	740	2.69	2.50 - 3.00	420
	VEGETARIAN FED														3.99 110 3.99				
	White 12 pack	Brown 12 pack																	



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

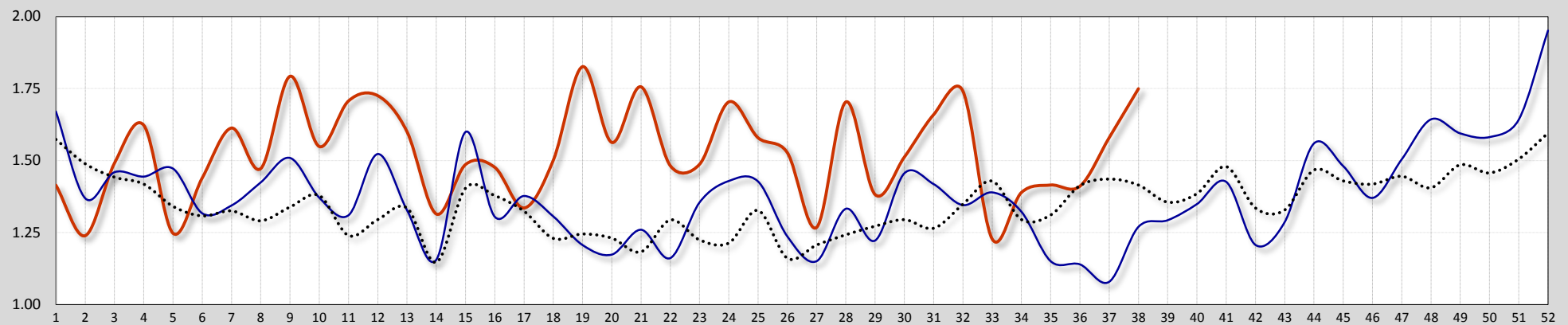
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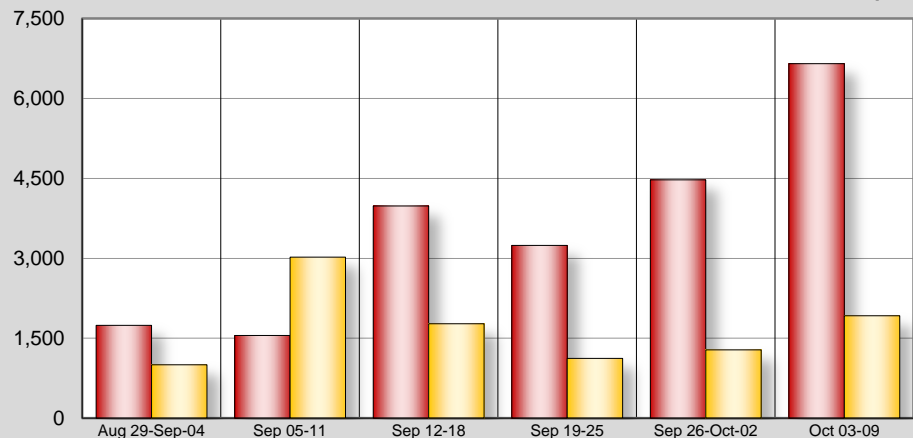
Fri. Oct 03, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	14.2%	5.6%	N/A	17.1% of 4,700 sampled	30.3% of 5,900 sampled	5.8% of 4,200 sampled	6.9% of 4,200 sampled	0.0% of 2,800 sampled	9.5% of 1,200 sampled
2/ Activity Index	1,920	1,280	N/A	Activity Index = 530	Activity Index = 720	Activity Index = 260	Activity Index = 290	Activity Index = 0	Activity Index = 120
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	580 2.67	710 2.60	N/A	2.50 - 2.69 80 2.65	2.50 - 3.00 10 2.70	2.29 - 3.00 240 2.64	2.50 - 3.00 240 2.72		2.59 10 2.59
32 oz. crtn	1,320 4.04	570 4.82	N/A	3.89 - 5.99 450 4.32	3.88 - 3.99 710 3.96		3.99 50 3.99		3.50 110 3.50
3 - 4 oz. cup	20 2.50		N/A			2.50 20 2.50			
2 - 8 oz. cup									

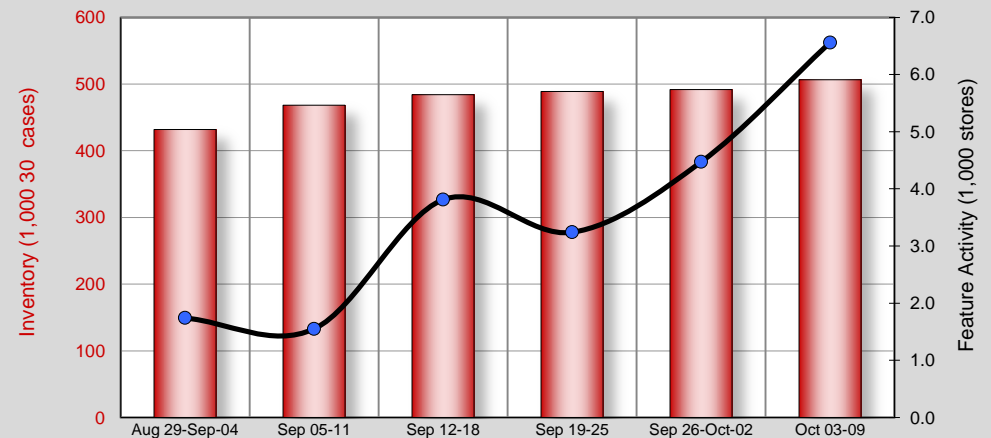
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

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